

UNITED STATES OF AMERICA
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

Competitive Product List
Adding Round-Trip Mailer

Docket No. MC2013-57

Competitive Product Prices
Round-Trip Mailer (MC2013-57)

Docket No. CP2013-75

CHAIRMAN'S INFORMATION REQUEST NO. 2

(Issued December 18, 2013)

To assist in the evaluation of the Postal Service's Request of the United States Postal Service Under Section 3642 to Create Round-Trip Mailer Product (Request), GameFly is requested to provide written responses to the following questions. Answers should be provided no later than January 17, 2014.

1. For the period FY 2006 through FY 2013, please provide for each year GameFly's total annual revenue and volume from product rentals distributed:
 - a. On DVDs via the mail by the Postal Service;
 - b. Via the Internet by streaming;
 - c. Via downloading over the Internet; and
 - d. Via all other means (please specify).
2. For the period FY 2006 through FY 2013, please provide GameFly's total annual revenue and volume from product sales distributed:
 - a. Via round-trip mailer;
 - b. Via other First-Class Mail;
 - c. Via downloading over the Internet; and

- d. Via all other means (please specify).
- 3. Please provide the average and incremental costs of using different methods to deliver (a) rentals; and (b) sales via the delivery methods identified in questions 1 and 2.
- 4. Please provide all studies and analyses prepared by or on behalf of GameFly concerning the feasibility and/or cost of distributing its products via delivery means other than the Postal Service.
- 5. What percentage of GameFly's current customers use:
 - a. Internet streaming service only;
 - b. DVD-by-mail service; and
 - c. Both Internet streaming and DVD-by-mail services?

By the Chairman.

Ruth Y. Goldway